



WDIV

# ORDER

Print Date 10/25/12

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Flight Dates **10/25/12-10/30/12**

Contract / Revision      **262992 /**

Original Date / Revision  
10/24/12    10/24/12

Advertiser **ISS/MI GOP**

Agency    **Strategic Media Services**

Buying Contact

**3299 K Street, NW  
Suite 200  
Washington, DC 20007**

Primary Account Executive  
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product

**MICHIGAN GOP 2012**

Agency Com    15%

Billing Contact

**3299 K Street, NW  
Suite 200  
Washington, DC 20007**

Sales Office    PHI

Sales Region   NAT

Agency Ref

Order Sep      00:15:00

Estimate #

Alt Order #      **06395222**

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      AGY      POL      ISSUE

Product Codes PL-Issue

Priority          P-2

Advertiser Ref

Order Share 100% Market Value 71400

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	17	\$36,550.00	\$43,000.00	0.00	10/01/12	10/28/12	17	\$36,550.00	\$43,000.00
November 2012	12	\$24,140.00	\$28,400.00	0.00	10/29/12	10/30/12	12	\$24,140.00	\$28,400.00
<b>Totals</b>	<b>29</b>	<b>\$60,690.00</b>	<b>\$71,400.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	10/26/12	10/26/12	5-6am Local News M-F CM Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--		1				\$1,000.00		0.00			
E 2	WDIV	10/29/12	10/30/12	5-6am Local News M-F CM Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	11-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----		2				\$1,000.00		0.00			
E 3	WDIV	10/25/12	10/25/12	6-7am Local 4 News M-F CM Local 4 News Today @ 6A	CM	6A-630A (6:00 AM-6:30 AM)	---1---	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1				\$2,200.00		0.00			
E 4	WDIV	10/30/12	10/30/12	6-7am Local 4 News M-F CM Local 4 News Today @ 6A	CM	6A-630A (6:00 AM-6:30 AM)	-1-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----		1				\$2,200.00		0.00			



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Contract / Revision **262992** Flight Dates **10/25/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 2012**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WDIV	10/25/12	10/25/12	6-7am Local 4 News M-F Local 4 News Today @ 6/	CM	630A-7A (6:30 AM-7:00 AM)	--- 1---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--- 1---					1	\$2,400.00		0.00			
E 6	WDIV	10/25/12	10/26/12	7-9am Today Show M-F Today Show	CM	7-8a (7:00 AM-8:00 AM)	--- 11--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--- 11--					2	\$2,500.00		0.00			
E 7	WDIV	10/29/12	10/30/12	7-9am Today Show M-F Today Show	CM	7-8a (7:00 AM-8:00 AM)	11-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$2,500.00		0.00			
E 8	WDIV	10/26/12	10/26/12	Jeopardy 1230-1p M-F Jeopardy 1230P-1P	CM	1230P-1P	---- F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- F--					1	\$900.00		0.00			
E 10	WDIV	10/29/12	10/30/12	Days Our Lives 1-2p M-F Days of Our Lives 1-2P	CM	1P-2P	11-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$2,000.00		0.00			
E 11	WDIV	10/25/12	10/26/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	--- 11--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--- 11--					2	\$700.00		0.00			
E 12	WDIV	10/29/12	10/30/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	11-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$700.00		0.00			
E 13	WDIV	10/25/12	10/25/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	--- 1---	:30	1	\$7,800.00	P-2	0.00	NM	1	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--- 1---					1	\$7,800.00		0.00			
E 14	WDIV	10/29/12	10/29/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	1-----	:30	1	\$7,800.00	P-2	0.00	NM	1	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$7,800.00		0.00			
E 15	WDIV	10/25/12	10/26/12	1135-1237a Tonight Leno Tonight Leno	CM	1135P-1237A	--- 11--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--- 11--					2	\$3,000.00		0.00			
E 16	WDIV	10/29/12	10/30/12	1135-1237a Tonight Leno Tonight Leno	CM	1135P-1237A	11-----	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$3,000.00		0.00			
E 17	WDIV	10/27/12	10/27/12	Sat 6-8am Loc News Sat 6-8am/Local 4 News	CM	6-7am (6:00 AM-7:00 AM)	----- 1-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-					1	\$1,800.00		0.00			
E 18	WDIV	10/27/12	10/27/12	Sat 6-8am Loc News Sat 6-8am/Local 4 News	CM	7-8am (7:00 AM-8:00 AM)	----- 1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **262992** Flight Dates **10/25/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 2012**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WDIV	10/27/12	10/27/12	Sat 6-8am Loc News	CM	7-8am	----- 1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Sat 6-8am/Local 4 News		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-			1			\$2,000.00		0.00			
E 19	WDIV	10/27/12	10/27/12	Sat Local 4 News @ 11P	CM	11-1130P	----- 1-	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
				Sat 11-1130P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-			1			\$6,500.00		0.00			
E 20	WDIV	10/28/12	10/28/12	Sun 6-730am Loc News	CM	Sun 6-7am	----- 1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Sun News 6-730am		(6:00 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1			1			\$1,800.00		0.00			
E 21	WDIV	10/28/12	10/28/12	Sun 6-730am Loc News	CM	Sun 7-7:30am	----- 1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Sun News 6-730am		(7:00 AM-7:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1			1			\$1,200.00		0.00			
E 22	WDIV	10/28/12	10/28/12	Sun 9-10am Today Show	CM	9A-10A	----- 1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				Sun Today Show 9-10A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1			1			\$3,000.00		0.00			
Totals														29	\$71,400.00